



SPIRITS SUMMIT 2020

BIOGRAPHY OF SPEAKERS



Christian Porta, President of spiritsEUROPE

Christian Porta became President of spiritsEUROPE in November 2017.

On 1 July 2018, Christian was appointed Managing Director, Global Business Development of Pernod Ricard. He was Chairman & Chief Executive Officer of Pernod Ricard EMEA / LATAM between 2013 and 2018.

Christian started his career in Audit Services at Arthur Andersen, where he worked for four years before joining Pernod Ricard in 1988 as an Internal Auditor, following which he became Head of Financial Services at the holding. In 1994 he was appointed Finance and Administration Director at Pernod, before moving to London in 1998 as Managing Director of Campbell Distillers.

In 1999 he was appointed Chairman and CEO of Orlando Wyndham, based in Australia, before moving back to London at the beginning of 2004 as Chairman and CEO of Chivas Brothers Ltd.



David O'Sullivan, Senior Counsellor - Steptoe and Johnson LLP

David O'Sullivan served as Ambassador of the European Union Delegation to the United States from November 2014 until February 2019.

Prior to his appointment as Ambassador, he was the Chief Operating Officer of the EU's new diplomatic service, the 'European External Action Service'. He had previously held a number senior positions within the European Commission including Director General for Trade (2005-2010); Secretary General of the European Commission (2000-2005); and Chief of Staff to Commission President Romano Prodi (1999-2000). Before joining the Commission, he started his career with the Irish Department of Foreign Affairs and Trade (1977-1979).

He is a graduate of Trinity College, Dublin and the College of Europe (Bruges), and holds Honorary Doctorates from the Dublin Institute of Technology and Trinity College Dublin. He was awarded the EU Transatlantic Business Award by the American Chamber of Commerce in 2014.

In November 2019, he joined the Brussels office of the law firm of Steptoe and Johnson LLP as a Senior Counsellor.



Ignacio Garcia Bercero, Director,
DG Trade - European Commission

Ignacio Garcia Bercero is currently a Director in DG Trade (Directorate A) with responsibility for multilateral affairs, strategy and economic analysis.

Since 2012 he has been responsible for overseeing EC activities in the fields of Neighbouring Countries, US and Canada. He coordinated the work of the EU-US High Level Working Group on Growth and Jobs and was Chief Negotiator for the TTIP negotiations.

He has worked at the European Commission since 1987. Between 2005 and 2011 his work focussed on Sustainable Development and Bilateral Trade Relations (South Asia, South East Asia, Korea, EuroMed and the Middle East). During this time he was also the Chief Negotiator for the EU-Korea and EU-India Free Trade Agreements. Before that, he dealt with WTO Dispute Settlement and the Trade Barriers Regulation. In the period leading to the launch of the DDA negotiations, he worked on the overall coordination of WTO Policy and was Chief Negotiator on Trade and Competition.

During the Uruguay Round, he followed, inter alia, negotiations on Safeguards, GATT Articles, Functioning of the GATT and, Trade and Environment. He has also been posted to the EU Delegation to the United Nations in New York.

He has written several papers and publications on Trade Laws, GATT and the WTO System, Safeguard Measures, Trade and Competition, DSU Reform and Dispute Settlement in European FTAs.

Ignacio Bercero has a Law Degree from the Law Faculty of Universidad Complutense, Madrid and a Master of Laws Degree (with Distinction) from University College London. He recently completed a Fellowship at Saint Anthony's College Oxford. His research focused on WTO reform, including both its negotiating and adjudicating functions.



MEP Marie-Pierre Vedrenne

Marie-Pierre Vedrenne is Vice-Chair of the Committee on International Trade and of the ACP-EU delegation. She is also full Member of the Committee on Employment and Social Affairs and substitute in the Committee on Petitions.

Graduate in European and WTO law, she has an in-depth knowledge of the European Union's trade policy. Marie-Pierre led the Maison de l'Europe in Rennes before her election to the European Parliament. She continues to work in building bridges between the EU, its institutions and its citizens.

In Brussels and Strasbourg, she works daily to put an end to all forms of unfair competition in the European Union and on the international scene, while defending a rules-based, fair and sustainable globalisation. In the Committee on Employment and Social Affairs, she is committed to defending and strengthening upward social convergence and a socially fair Europe, especially in the recovery context.



Aoife Clarke, Senior Director of Public Affairs - Beam Suntory

Aoife Clarke, BSc. MSc, holds a degree in Biotechnology and a Masters in Environmental, Health Risk Management. She is currently working as Senior Director of Public Affairs covering the International Region for Beam Suntory. Beam Suntory is one of the world's leading premium spirits companies with brands that include Jim Beam, Markers Mark, Laphroaig, Courvoisier and Yamazaki to name but a few. Aoife represents Beam Suntory's interests on all public affairs issues in the region and works closely with the leadership teams within the company.

She is Chair of the Alcohol & Health Committee in spiritsEUROPE and Chair of the Scotch Whisky Association US Working Group and was the first female Chairperson of the Irish Spirits Association.



Claire Bury, Deputy Director General, DG SANTE - European Commission

Since 1 July 2020, **Claire Bury** is Deputy Director-General at the Directorate-General "Health and Food Safety" (SANTE) of the European Commission.

Between January 2016 and July 2020, she was Deputy Director General in DG CONNECT with responsibility for regulatory aspects of the Digital Single Market.

She was previously Director of Modernisation of the Single Market in Directorate General Internal Market, Industry, Entrepreneurship and SMEs.

Before that, she was Head of Unit for Company Law, Corporate Governance and Financial Crime in Directorate General Internal Market and Services, and Deputy Head of Cabinet to Internal Market Commissioners Charlie McCreevy and Frits Bolkestein.

An English barrister by training, she worked in the Commission's Legal Service and, before coming to Brussels, in the UK Foreign and Commonwealth Office.



Agné Vezbergiené, "Consumer Products and Retail Sector" lead - Deloitte

Agné Vezbergiené is "Consumer Products and Retail Sector" lead at Deloitte in Belgium

Agné's key focus area is Consumer Products and Retail sector. Specific areas of expertise include customer and market strategy (with a focus on customer experience, go-to-market strategy and omni-channel) and digital sales & marketing.



Els Bedert, Head, Product Policy - EuroCommerce

Els Bedert is Head, Product Policy at EuroCommerce, the European voice for retail and wholesale which she joined in 2012.

In her current role, she leads EuroCommerce activities in a wide range of policies aimed at improving product safety, quality and integrity for food and non-food products, as well as on information to consumers.

Els is currently coordinating the activities on the Farm to Fork strategy within EuroCommerce. Previously, she worked at the European Commission's Directorate for Enlargement, as team leader responsible for TAIEX assistance on EU law related to agriculture, veterinary, phytosanitary and food safety to public administrations in (potential) candidate countries.

She has also dedicated a large part of her career to development cooperation to improve food safety and food security for livestock keepers in Africa.



Bosco Torremocha, Director General - Espirituosos España

Bosco Torremocha has worked in the public and private sectors as well as in trade associations.

In 1999, Bosco worked in the Embassy of Spain to the UK, in charge of the Spanish wine promotion.

In the private sector, Bosco worked in London for the Banco de Santander (Capital Markets, 1995); in the advertising industry in Madrid (Mehga Models, 1998); as a businessman in the hospitality sector in Cádiz (1998-2000) and finally in the Bodegas Argüeso winery (2000-02).

Since then, Bosco has worked in wine & spirits sector trade associations. He started with the Association of Jerez Exporters and then as Director General of FEDEREZ (Federación de Bodegas del Marco de Jerez).

Since 2010, Bosco has been leading the Spanish Association of Spirits Producers, engaging with governments, ministries, media, consumers and officials at regional, national and European level. The trade association is heavily engaged in implementing prevention programmes to reduce alcohol-related harm all over the country and was awarded the CRUZ BLANCA by the Ministry of Health for this long-term commitment and achievement.



Ulrich Adam, Director General -
spiritsEUROPE

Ulrich Adam has been Director General of spiritsEUROPE since January 2018.

Prior to joining spiritsEUROPE, he was Secretary General of the European Agricultural Machinery Industry Association (CEMA) from 2013 until 2018.

Previously, he worked for 9 years in the Brussels office of the international consultancy firm Hill+Knowlton Strategies, advising a wide range of companies and associations on EU legislation, with a particular focus on EU policies in the areas of food, health and agriculture.

A German national, Ulrich holds a PhD and MPhil degree in History and Social and Political Sciences from Cambridge University (UK).